REPRINTED FROM THE FIRE, CASUALTY AND SURETY BULLETINS

EXPLAINING THE COST OF AUTOMOBILE INSURANCE

The following figures analyze the high cost annually of traffic accidents. Not only is there a tremendous *direct* loss in property destroyed or damaged, but a tremendous *indirect* loss from medical expense, wage loss, etc., as well. The toll of highway destruction explains the necessarily high cost of automobile insurance.

AUTO ACCIDENT REPORT

Here is the cost of motoring accidents for 1966 based on figures released by the National Safety Council.

Killed	*Change from 1965*	*Injured*	*Change from 1965*
53,000	+8%	1,900,000	+8%

The value of property destroyed and damaged by traffic accidents was estimated at $3,300,000,000. The *total* cost of these accidents including medical expenses, wage loss, overhead costs and property damage was $10,000,000,000. The total cost of auto accidents *rose* $1,100,000,000 in 1966 above the $8,900,000,000 mark set in 1965.

There were 13,600,000 accidents, involving 24,300,000 drivers, during 1966 in which some injury or property damage was reported. One driver in *every* 6 was involved in a traffic accident last year!

PERSONS KILLED AND INJURED

KILLED

145 killed every day

1 person killed every 10 minutes

INJURED

5,200 injured each day

1 person injured every 17 seconds

COST OF AUTO ACCIDENTS

DIRECT PROPERTY DAMAGE COSTS

$9,041,095.88 each day

$376,712.32 each hour

$6,278.53 each minute

$104.64 each second